

3C: INFORMATION DISSEMINATION AND PUBLIC OUTREACH FOR NICHE MARKETS

Background and Objectives: The Office of Transportation Technologies (OTT) operates several programs to help promote the introduction of alternative fuel and advanced vehicle technologies (fuels, vehicles, infrastructure) into the domestic transportation system in a safe, economical, and businesslike manner. OTT supports the deployment of technologies, providing needed support, at critical points in the transition of technologies from the laboratory to the marketplace. OTT implements many activities related to the alternative fuel provisions of the Energy Policy Act of 1992 (EPACT), including the Clean Cities program, federal fleet programs, analytical work, testing and evaluation, and regulatory efforts.

The EPAct authorizes the DOE to establish public information programs and to promote the use of alternative fuel vehicles. These activities are program is designed to help consumers choose among alternative fuels and vehicles and to provide relevant and objective information on vehicle and fuel characteristics relative to gasoline on a life cycle basis, including environmental performance, energy efficiency, domestic content, cost, maintenance requirements, reliability, and safety. Consumers in fleets covered by EPAct, and in the DOE-sponsored Clean Cities, have requested the development and dissemination of this type of information. Other stakeholders for OTT fuel and vehicle technologies have requested similar information. In addition, stakeholders need technical assistance (i.e., “hand-holding”) when undertaking vehicle, infrastructure, and outreach projects that may be new to a specific local community. State and local communities will use technical information products to help educate and inform communities on the potential uses of alternative fuels and advanced technology vehicles, and to implement specific projects. In designing this program, the DOE has consulted with appropriate Federal agencies, individuals, and organizations that have practical experience in the production and use of alternative fuels and vehicles.

Program Area of Interest: DOE is seeking applicants to provide a variety of market characterization, support, and program implementation for specific alternative fuel niche markets. DOE is seeking expanded knowledge on the , potential benefits associated with the use of AFVs in these niche markets, documentation of the and costs and /benefits of information of using alternative fuels in these niche markets, and development of comprehensive public information materials and outreach activities for relevant . Applicants should include provisions to present this information to relevant audiences. Applicants can propose analysis or implementation activities or a combination in the following areas: In addition, DOE is seeking applications for a comprehensive promotion plan for E-85 refueling infrastructure.

1. Market Analysis of Niche Fleets

DOE is seeking proposals to assess and analyze the potential for alternative fuels in specific niche market fleets (e.g., refuse haulers, para-transit buses, taxicabs, university fleets, freight/delivery vehicles, etc.) Projects should concentrate on one type of fleet and then thoroughly characterize its AFV market potential. It should describe fleet operations for selected niches, fuel use patterns, and potential benefits and barriers to that type of fleet using alternative fuels. Deliverables should include: a guidebook for use by fleet managers and other decision makers, a tool to determine the cost effectiveness of converting the specific niche market to alternative fuels, and up to eight presentations of the information to interested fleets and/or stakeholder groups involved with vehicle purchasing decisions. The Clean Cities program is interested in funding one (1) project not to exceed \$90,000.

2. Development of Clean Corridors

DOE is seeking applicants to provide support with information dissemination, public outreach, and related technical analysis and assistance relating to increasing the use of clean, alternative fuel technology in medium and heavy-duty vehicles on the major roads between cities and states. Projects should coordinate and implement a concerted outreach and market development effort designed to expand the niche market segments, focusing on medium and heavy-duty vehicles involved in the hauling of freight. Projects should

concentrate on the development of clean corridor projects that will accelerate the adoption of alternative fuels in trucking by helping to create markets for alternative fuel heavy duty trucks. The Clean Cities program is interested in funding one (1) project in the category not to exceed \$60,000.

3. E-85 Infrastructure Development and Promotion

DOE is seeking proposals to develop, support, and implement an infrastructure development and promotion strategy that will result in expanded E-85 refueling infrastructure. The strategy should include educational and marketing tools to educate American consumers and fleets about the benefits of E-85, and describe how to increase awareness of flex-fuel vehicles and E-85 station locations. The strategy should include, among other things, incentives for encouraging motorists to visit and purchase fuel at E-85 stations, promotional materials to educate consumers about E-85 benefits and availability, coordination of infrastructure development, and a mechanism to evaluate project success. DOE expects that 50% of the funding will result in new E-85 station development. Funds that contribute to station development must be cost-shared at 33-1/3%. Cost-sharing must be described in detail with letters of commitment attached. The proposal must also identify the region to benefit from the funding. Proposals that contribute to market development (increased E-85 infrastructure) in participating Clean Cities are preferred. Projects can have a local, regional, or national scope. The Clean Cities program is interested in funding 1-2 small projects (\$35,000-\$150,000) and one or more large projects (\$500,000-\$950,000) for a total of 2-5 projects in this category with the total funding not to exceed \$950,000-\$1,250,000.

Estimate of Total Available Funds in FY 2002:	\$1,040,400-\$1,290,000
Estimated Range in FY 2002 DOE Funding Per Award:	\$50,000-\$1,250,000
Estimated Range in Total DOE Funding Per Award:	\$50,000-\$1,250,00025
Estimated Number of Award:	3-5 awards
Anticipated Project Period:	One to Two Years
Cost Share Requirement:	Cost share not required on strategy portion of the proposal; cost share at 33 1/3% is required for infrastructure
Type of Assistance:	Grant